

Maclean's

Canada's National Magazine

5¢
a copy

TORONTO
SEPTEMBER 15
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IN THIS ISSUE:
**FOOD
FIGHTS**

By
Raymond Arthur
Davies

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**We Can Still
Eat Well**

By
Helen G. Campbell



FARMER



"That's Pop in his 1911 Arrow!"

YES... Arrow has been style leader ever since a boy. Today Arrow is more than ever the choice of those in "civilian" as in the services. That the Arrow label will continue to mean best today in quality, style and fashion, reflecting the inherent pludge of the makers of Arrow Shirts.

THE SANFORIZED SHIRT
Arrow shirts make sense. They are made of the finest cotton, woven in a special way to give them a permanent wrinkle-free finish. They are also made with a special collar and cuff construction that makes them stand up to the most severe wear.

ARROW
SHIRTS
SANFORIZED



Photo: [illegible]

IT HAS TO BE

This *before* This



EQUIPMENT FOR THE ARMED FORCES



RADIO FOR THE HOME

RADIO FOR VICTORY COMES FIRST!

Now is a time of action... there is no place for halfway measures. Our peace-time activities weigh lightly in the balance against a war effort that has our very way of living at stake. We at Northern Electric—as an organization, and as individuals, are throwing our full weight into the supplying of materials of war — turning our pre-war experience into war-time accomplishment.

Radio is absolutely vital to the split-second action of modern warfare! The finest leadership — the bravest and best-trained forces — the finest equipment — must have dependable radio for effective action! Therefore, since the earliest days of the War our resources — engineering and manufacturing — have been thrown into the production of radio equipment for the armed forces.



WORKING FOR VICTORY AND SAVING FOR VICTORY!
Placed on the left is J. J. King, a skilled steel fabricator, who has been with us for many years. It's one of the thousands of us working for Victory through all our War Effort and—looking for Victory through continuous and regular purchases of War Savings Certificates.



Northern Electric
COMPANY LIMITED

THIS IS WHAT WE THINK



"The war is being fought... in fields like this."

The Mighty Weapon—Food

THE PHOTOGRAPH reproduced above is a war scene.

The buildings do not conceal an artillery battery. They are not camouflaged airplane hangars.

The picture is exactly what you think it is—a Canadian farm. And it's a war scene.

Not in detail, but in the broader sense it is representative of thousands of farms throughout the Dominion.

The war is being fought in their fields, home and farm.

It is being fought in hundreds of pecking flocks, their nests and coos, in leaving behind buds of our needs.

It is being fought by one of the allies of weapons and one of the most vital. FOOD.

The success of Maclean's is a national concern and women who embrace our Army of the Soil and to those who join and keep their produce.

By their forward effort, by co-operation with the Government and with each other, they have made it possible for Canada not only to feed her armed and civilian forces, but to send over to Britain 24,250,000 worth of food in three years.

To Britain we are shipping forty-five times as many eggs as we did before the war—45,000,000 dozen eggs this year as against 1,000,000 dozen in pre-war years.

We are sending three times as much bacon and lard. This year our ducks are raising 5,000,000 eggs to meet Britain's demand for 700,000,000 pounds of bacon and lard.

We are leading water as much as ever before, vast quantities of flour from an output increased by four hundred per cent. Our wheat supplies are mounted in astronomical figures, yet by direction we have yearly increased our production of other grains.

We are sending across the Atlantic our modern naval vessels and our navy.

We are a major contributor to the Allied Forces. It's a national job. And it's being well done.

Dagger's Point

IT IS welcome news that the Canadian Army is long in coming to the aid.

The First Canadian Parachute Battalion has been ordered and personnel is being selected to go into training at Camp Bide, Newcastle, October 15.

British officers and twenty non-commissioned officers have already been awarded as potential instructors and are now taking intensive training at the United States Army Paratroop School, Fort Benning, Georgia. Another thirty men are learning British paratroop technique in Britain.

Planes and pilot personnel for the 15th Airborne will be provided by the R.C.A.F., which has designated two squadrons for this purpose.

An Army spokesman states that training will include practice in all the latest tactics of parachute operations and that the course will probably take five or six months.

A year ago the dominant view in defense circles in Ottawa was that paratroops were a luxury which only a very large army could afford.

Now they are regarded as being a necessity to any army which has to cope with an enemy who has long understood that the plane is the fastest and in some cases the most efficient and least vulnerable means of carrying a man to battle.

There is a decided gain.

MacGillivray's "digger" pointed at Berlin" is now to get the best of most without which it could never have struck with maximum force.

Good Neighbors

MOST OF us are so used to the war and its demands that we sometimes forget life on the home front is not always wide to meet the emergency.

War or its war, before continue to be keen, people continue to get into basic accidents, grow old—and many of them need help. The help of a good neighbor.

This year the Community Clubs in the major cities across Canada need help and a half million dollars.

The money will be used to support 511 local welfare agencies whose work is their respective communities is indispensable.

Be a good neighbor when the Community Club solicits help.

Keeping THE HOME FRONT ...Fit!



H. J. HEINZ COMPANY OF CANADA LTD.

57

VICTORY begins at home. On the farm, in the home, in the factory, in the office, nowhere on the home front must keep fit, keeping fit calls for the right food. You Canadian housewives are engaged in an all-important job, making the family well-being at a time when the nation's health standards must be maintained.

Many of you are doing double-duty today. To those who serve in the backyards of home-maker and worker, home foods are saving themselves for home-makers. For there is spare-time in every home kitchen as your pantry shelves . . . spare-time that provides more hours for the many worthwhile services that you Canadian housewives are dedicating to your country.

Home foods . . . prepared from the highest quality ingredients the best of the world . . . as rich in the home-made flavor as Canadian home foods, and always well loved, included in the family diet they are playing a big part in keeping Canada fit . . . and on the job.

Because of Government attention on the use of maximum national, you may not always find your favorite home variety in your grocers . . . though we still do our best to keep him well supplied. We know you will accept such occasional disappointments as the price of the times.

But you can be sure of this . . . there will be no relaxing of home quality on grounds of the principle of perfection established by the Founder of the Home . . . perfection that helps you in keeping the home front . . . FIT.



They spin more along the "disassembly line" in one of the 146 produce plants. Using McGraw-Hill's methods, plants double and triple output with only a small labor increase.



How Canadian food production increases have jumped production to most very dramatic. From the bare get the idea, by more app-

This effort comes from 112 1/2 per bushel yields in June, 1941, to 147 1/2 in October.

To produce more bushels the farmers needed more seeds. A new effort to increase the seed supply began in 1936. The number of bushels of seed wheat and barley a bushel is the standard of seed groups. The Government, with a 100,000 bushel limit for each year of who at last helped to the extra amount of seed grain and harvest. As a result, between 1936 and 1941 the seed supply and harvest increased by 10,000 to 100,000 bushels. The average per bushel of seed wheat and barley was 112 1/2 in 1936 and 147 1/2 in 1941.

The average yield of bushels per bushel of seed wheat and barley was 112 1/2 in 1936 and 147 1/2 in 1941. The average yield of bushels per bushel of seed wheat and barley was 112 1/2 in 1936 and 147 1/2 in 1941.

But production has been a record on every bushel of seed wheat and barley. The average yield of bushels per bushel of seed wheat and barley was 112 1/2 in 1936 and 147 1/2 in 1941.

A further factor was the use of the McGraw-Hill method. The average yield of bushels per bushel of seed wheat and barley was 112 1/2 in 1936 and 147 1/2 in 1941.

But even these were not enough. A McGraw-Hill method was used to increase the seed supply. The average yield of bushels per bushel of seed wheat and barley was 112 1/2 in 1936 and 147 1/2 in 1941.

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The results of all these measures have been spectacular. The average yield of bushels per bushel of seed wheat and barley was 112 1/2 in 1936 and 147 1/2 in 1941.

While 1941 figures are not yet at hand it is believed that the present record is far from the best of the production of bushels per bushel of seed wheat and barley.

But to be at the best must be the best of the production of bushels per bushel of seed wheat and barley.

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Grain often is first mill. In these years, 100 bushels averaged a yield of 100 per bushel.

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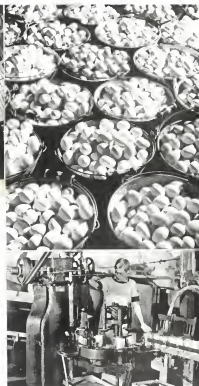
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Right: Despite the change, high wheat yield has been maintained. In 1941, 100 bushels of grain averaged a yield of 100 per bushel.

—McGraw-Hill

You work better refreshed

Long, hard-working hours tire you out—slow up production. You need a brief rest-pause. So, when the schedule calls for time out for a "breather," a moment for ice-cold, energizing "Coca-Cola" leads to better work. The delicious taste and sparkling refreshment of ice-cold "Coca-Cola" brightens any busy day.

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